PHILIP MORRIS, U.S.A. **INTEROFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: All Philip Morris New York Employees

DATE: December 10, 1984

FROM: Frank E. Resnik

SUBJECT: Merit Crush-Proof Box National Introduction

We have just nationally introduced Merit King Size in the Crush-Proof Box. This new entry will enable Merit to take advantage of two of the fastest growing categories of the cigarette market -- low tar and box packings.

Merit, first introduced in 1976, is the most successful new brand in the past twenty years. Today, Merit is the #1 free-standing low tar brand in the U.S. industry. The box introduction is a natural move which further positions Merit for future growth.

We are very enthusiastic about this new packing. To introduce you to the brand, here's a complimentary carton. We hope you will enjoy them and share them with your friends.

FER:jg

Frank E. Resnik

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Source: https://www.industrydocuments.ucsf.edu/docs/ngbn0004